



Participant Toolkit

WWMM 2024



Introduction

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Woodworking Manufacturing Month (WWMM) celebrates the innovative power of the woodworking industry: **Our technology powers the future.**

You'll find everything you need to participate in WWMM in the Participant Toolkit previewed here. Thank you for supporting Woodworking Manufacturing Month 2024.

Woodworking Manufacturing Month is sponsored by the Woodworking Industry Association (WIA) and produced by the International Woodworking Fair (IWF).





Get Started – Participation Set-up

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Woodworking Manufacturing Month provides many opportunities, tools, and resources to help promote your business as a wood products industry innovator. Use the following Participation Set-up steps as a guide to ensure success in your participation in Woodworking Manufacturing Month 2024:

- **IMPORTANT: SEND IN YOUR ASSETS BY SEPTEMBER 20**

Email the following assets to exhibitorservices@iwfatlanta.com, for us to promote you on the IWF home page for the month of October and in an email to attendee buyers:

- Image representing your promotion or company: 1200×800 @ 72 dpi; jpg or png; avoid putting text on image
 - Logo: .eps / vector file; to display on white background
 - Brief description of the promotion, event, or your company: 30 words max
 - Headline for your description: 5 words max
 - URL to link to
- Select the participation level that best suits your needs. Details are listed below in the Get Organized section.
 - Use the WWMM Toolkit to see the tools and resources made available by IWF to help promote your business.
 - Prepare an area on your website where you will share the details of your promotion and your participation in WWMM.



Get Organized

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To help you get started, we have organized the program into three suggested levels of participation. You have committed to WWMM – now just decide which participation level is right for you and start promoting. Find the resources listed in each level in the WWMM Toolkit below.

Level 1: WWMM Basic

- Perfect for participants with limited marketing + promotion team resources.
- Uses ready-to-go Toolkit material only.
- No original programming is required.

WWMM Basic level includes the following assets highlighted in **blue**, all provided by IWF to assist you in promoting your participation in WWMM 2024.

- **Proud Participant web banner: Place on your landing page.**
- **Proud Participant email banner: Include in your email campaigns.**
- **Proud Participant email signature graphic: Add to all staff email signatures.**
- **WWMM logo: This is your mark of participation. Add to all digital invoicing.**
- **Social media graphics: Post on your social media channels.**



Get Organized

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Level 2: WWMM Accelerated

- The right choice for participants with larger marketing program resources and team strengths.
- Uses ready-to-go Toolkit material plus original self-directed content.
- WWMM-focused original email stream expands reach.

WWMM Accelerated level includes the following assets. Those highlighted in **blue** are provided by IWF to assist you in promoting your participation in WWMM 2024.

- **Proud Participant web banner: Place on your landing page.**
- **Proud Participant email banner: Include in your email campaigns.**
- **Proud Participant email signature graphic: Add to all staff email signatures.**
- **WWMM logo: This is your mark of participation. Add to all digital invoicing.**
- **Social media graphics: Post on your social media channels.**
- Announcement email: Create and send an email to your customers letting them know about your WWMM participation.



Get Organized

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Level 3: WWMM Advanced

- Multi-layer programming for participants with comprehensive marketing communications resources.
- Uses ready-to-go Toolkit material plus original self-directed content plus higher-level digital tools.
- WWMM-focused promotion and digital programming greatly expands reach.

WWMM Advanced level includes the following assets. Those highlighted in **blue** are provided by IWF to assist you in promoting your participation in WWMM 2023.

- **Proud Participant web banner: Place on your landing page.**
- **Proud Participant email banner: Include in your email campaigns.**
- **Proud Participant email signature graphic: Add to all staff email signatures.**
- **WWMM logo: This is your mark of participation. Add to all digital invoicing.**
- **Social media graphics: Post on your social media channels.**
- Announcement email: Create and send an email to your customers letting them know about your WWMM participation.
- Product promotion: Offer a "Show Special"-style promotion of a product or service during WWMM.
- Email series: create and send a series of emails spotlighting your WWMM product promotion.



Get the WWMM Toolkit

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The WWMM Toolkit consists of tools and resources to assist you in promoting your participation in the event, including digital assets, content, and suggested Participation Ideas, all of which can be found below.

Participation Ideas

You can highlight your company's latest innovations in any way that makes sense for your business. Here are just a few possible ways to participate:

- Run a special promotion around a new product or service.
- Invite customers or prospects on a factory tour, in-person or virtual.
- Invite students from a local technical college or high school to visit your facility, promoting careers in manufacturing.
- Post a series of short videos on social media with people from your business sharing how they innovate in their daily work.
- Video a demonstration of one of your latest products and post it on your website and social channels.
- Send customers and prospects a series of e-blasts about innovations from your company that will make their jobs easier.
- Don't forget to include #WoodworkingManufacturingMonth on all your social media activities.

However you choose to participate, you'll be part of the larger national advertising and promotional campaign produced by IWF to shine a spotlight on woodworking industry innovation.



Get the WWMM Toolkit

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Logos

Use these logos in emails, on your website, in ads or on social media to support your promotion or event and identify yourself as a participant. Do not alter the appearance of the logos by changing the colors, text or shape.



Tagline

The tagline for Woodworking Manufacturing Month 2024 is **Our technology powers the future.** You can use this tagline to help guide your ideas for participation, as a headline in copy, and even for calls to action, e.g., "This October, see how [company name] is powering the future" or "Power your future with [product name]."



Get the WWMM Toolkit

Banners for Website

Use these banners on your website and in blog posts to highlight your WWMM participation.

Our technology powers the future.

Proud Participant in Woodworking Manufacturing Month 2024

SUPPORTING THE TUNNEL TO TOWERS FOUNDATION





Our technology powers the future.

Proud Participant in Woodworking Manufacturing Month 2024

SUPPORTING THE TUNNEL TO TOWERS FOUNDATION



OUR TECHNOLOGY POWERS THE FUTURE.

Proud Participant in Woodworking Manufacturing Month 2024

SUPPORTING THE TUNNEL TO TOWERS FOUNDATION



Get the WWMM Toolkit

Banners for Email

Use these banners in your email campaigns and e-newsletters to highlight your WWMM participation.



Email Signature Graphic

Add your WWMM participation to your email signature.





Get the WWMM Toolkit

Social Media Graphics

Use these graphics for social media posts that promote your participation in Woodworking Manufacturing Month. Don't forget to tag your posts with **#WoodworkingManufacturingMonth!**



[Learn More & Sign Up](#)

